

# **SOUTHEND'S UNDERGROUND**

**AN EXHIBITION OF PHOTOGRAPHS BY DEAN CHALKLEY**



**Pitti Immagine Uomo 2007, Italy**

**June 20th-24th 2007**

[www.deanchalkley.com](http://www.deanchalkley.com)  
[www.pittimmagine.com](http://www.pittimmagine.com)

## HOT SOUNDS OF FASHION PART II

Wednesday 20th June @ Doris Club, Via de pandolfini 24'r, Florence, Italy

**7.30pm** Opening of Southend's Underground Exhibition by Dean Chalkley

**10.30pm** Live show by Special Guests

**11.30pm** London Loves Dj Set

### HOT SOUNDS OF FASHION

"Sounds of fashion" is the project that 'HOT', a contemporary Italian magazine, has created in order to capture the style and sound trends and to emphasize the music and fashion in youth contemporary culture.

This is the second appointment with 'HOT Sounds of Fashion' – the first was in Florence last January at Pitti Immagine Uomo . The second will be in Florence on the 20th June 2007 at Doris Club, thanks to the help of 'Welcome to My House', the section of Pitti Immagine Uomo dedicated to streetwear's developments.

From 7.30pm till 2.00am, a photographic exhibition, a concert and a Dj set will celebrate the 'Southend's Underground', a music and style trend which was born in the English town of Southend-on-Sea where bands like Neils Children, The Horrors, The Violets, Wretched Replica, Errorplains and These New Puritans started. Their aesthetic signature has massively affected the style code of a generation and international catwalks.

Photographer Dean Chalkley's images will illustrate this event. He is the winner of the Picture Editor Award's 'Portrait Photographer of the Year' and one of the 'Getty New Photographers 2007'. This will be the first time that his Southend's Underground exhibition opens to an Italian audience, thanks to HOT Magazine.

Chalkley will introduce a mix of shots of parties, bands, and characters that were captured at the birth of this music and style phenomena. He is a regular contributor to NME, the famous English weekly magazine for independent rock music.

After a live performance by special guests, 'London Love's' Djs- Dorian, Miss Sue and Sybil- will spice up the night. 'London Loves' has been promoting, for the fifth season, the Indie Art Rock Friday night at Plastic Club in Milan and, nationwide, the Southend-on-Sea style.

Doris is 'the' new club in Florence, on Via de pandolfini 24'r, that since it's opening last march, has been the place-to-be for the fashion and music crowd of Florence.

Hot's partner for this event will be WearEtheSuperlativeConspiracy, aka WESC, brand born in Sweden in 2000, the quintessence of streetwear.